

Message Text

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ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /014 W

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R 030854Z MAY 74

FM AMCONSUL ISTANBUL

TO USDOC WASHDC

INFO SECSTATE WASHDC 5135

AMEMBASSY ANKARA

UNCLAS ISTANBUL 1216

E.O. 11652: N/A

TAGS: BEXP, TU

SUBJECT: LOCAL FIRM INTERESTED IN "FAST FOODS" ARRANGEMENT

OFFICIAL OF KOC HOLDING, LARGEST PRIVATE SECTOR ECONOMIC ENTERPRISE IN TURKEY, RECENTLY INFORMED CONGEN THAT KOC SUBSIDIARY SETUR, WHICH IS ACTIVE IN TOURISM FIELD AND OPERATION OF DUTY FREE SHOPS, IS INTERESTED IN EXPANDING INTO FAST FOODS OPERATIONS IN COOPERATION WITH WELL KNOWN US FIRM, SETUR HAS WRITTEN FOUR SEPARATE LETTERS TO MCDONALD COMPANY AND HAS RECEIVED NO REPLY TODATE. FIRST TWO LETTERS DATING BACK TO SEPTEMBER 1973 SENT TO MCDONALD SYSTEMS INC., 221 LA SALLE ST., CHICAGO. SECOND TWO LETTERS WERE SENT TO MCDONALD'S CORPORATION, INTERNATIONAL DEPT., MCDONALD PLAZA, OVERBROOK, ILL. KOC OFFICIAL EXPRESSED PUZZLEMENT WITH TINGE OF IRRITATION AT COMPLETE LACK OF RESPONSE.

COMMENTS: WHEN CONGEN OFFICER QUESTIONED WHETHER GOT LIKELY TO APPROVE VENTURE IN THIS FIELD INVOLVING TRANSFER OF FOREIGN EXCHANGE, KOC OFFICIAL SAID HE THOUGHT "MUTUALLY SATISFACTORY ARRANGEMENT" COULD BE WORKED OUT. HE NOTED THAT ONE REASON FOR SETUR'S KEEN INTEREST IS THE FACT THAT GOVERNMENT MONOPOLY TAKING OVER SALES OF LIQUOR AND TOBACCO PRODUCTS THUS DEPRIVING PRIVATE DUTY SHOPS OF MOST LUCRATIVE LINES.

ACTION REQUESTED: IN VIEW IMPORTANCE KOC HOLDING LOCALLY, AND ADVERSE IMAGE OF US BUSINESS CREATED THUS FAR, REQUEST USDOC CONTACT APPROPRIATE MCDONALD OFFICE AND AT MINIMUM REQUEST SOME SORT OF UNCLASSIFIED

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REPLY TO KOC HOLDING. WOULD ALSO APPRECIATE NAMES AND ADDRESSES OF

OFFICERS ANY OTHER WELL KNOWN US COMPANIES IN THIS FIELD WHICH
USDOC FEELS MAY BE INTERESTED IN OPERATING ABROAD.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 03 MAY 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974ISTANB01216
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740106-0695
From: ISTANBUL
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740577/aaaacquq.tel
Line Count: 64
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: elyme
Review Comment: n/a
Review Content Flags:
Review Date: 21 OCT 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <21 OCT 2002 by cunninfx>; APPROVED <03 JAN 2003 by elyme>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: LOCAL FIRM INTERESTED IN "FAST FOODS" ARRANGEMENT OFFICIAL OF KOC HOLDING, LARGEST PRIVATE SECTOR ECONOMIC
TAGS: BEXP, TU
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005